

**Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #12
November 15, 2005**

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Doug Robertson	Tom Crosby	Cliff Braam	Katy Jones
Jane Stutts	Daniel Schismenos	Jerry Brand	Terry Hopkins

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:10 a.m.
- Doug Robertson opened the meeting with a brief introduction of the working group's newest member – Daniel Schismenos, a gunnery sergeant with the U.S. Marine Corps, Accident Investigations based at Camp Lejeune

Task I – Campaign Development

Katy Jones gave a brief update on the status of the campaign concepts being developed by the UNC Journalism and Mass Communication class. Cliff, Jessica, Arthur, Doug and Katy attended presentations made by the students in mid-October to hear their initial directions and secondary research.

The same small group will be meeting to review the student's primary research reports. In total, the student groups have implemented additional research totaling in 6 focus groups across NC, a variety of surveys with a total of 900 responses and a series of in-depth interviews.

The final presentations for this class will be held from 9:30 to 10:45 on December 1 and December 6 in the Freedom Forum Conference Center on the 3rd floor of Carroll Hall on UNC's campus. Further information will be provided to the group at a later date, including details on carpooling to the presentations.

Map to Carroll Hall on UNC's campus

http://www.jomc.unc.edu/executiveeducation/Carroll_map.gif

Task II – Discussion of Drowsy Driving Strategy

Tom Crosby reviewed the current strategy to address drowsy drivers with a focus on young drivers, members of the military and shift workers.

The first recommendation is to alter the “driver's environment” through a revision of the drivers education curriculum and the DMV drivers handbook. Tom Crosby will begin a

draft of the recommended text for the handbook. Tom will also coordinate this effort with Don Ferrier with DMV, a working group member who was unable to attend. Cliff Braam, through his work on another working group, will further investigate the drivers education issue.

Troop Jerry Brand discussed his dealings with drowsy drivers on the enforcement side and stressed the importance of educating the officers on the dangers and issues surrounding drowsy drivers. He explained that officers often respond to drivers that are called in as drunk, but the driver ends up being drowsy and normally let go with a simple warning. Brand stressed the importance of ticketing these drivers for the traffic violation, such as careless and reckless or left of center.

Jerry Brand and Gunnery Seargant Dan Schismenos will begin working on characterizing drowsy drivers from an enforcement perspective and writing a description of the typical enforcement of these drivers.

Cliff Braam brought up a point about the importance of educating officers on how the data they collect is used and how important it is to the greater cause of highway safety. Trooper Brand concurred that officers would be more likely to fill out the crash form completely and accurately if they knew the data was used to make important safety decisions and funding allocations for their departments.

Jane Stutts will pull together existing materials on a driver's self analysis of being drowsy while driving, how drivers recognize when they are tired, etc.

Additional Resources

Several of the resources mentioned within the working group meeting are included below:

Allstate's recent report on teen driver issues

<http://www.allstate.com/Community/Documents/chronic.pdf>

Article regarding a recent drowsy driving crash that included significant penalties to the driver

<http://www.firstcoastnews.com/news/usworld/news-article.aspx?storyid=46907>

Reminders

- The next Executive Committee for Highway Safety meeting will be held on January 18, 2005.
- AAA Carolinas will be holding their annual Traffic Safe Communities Awards Luncheon on December 7, 2005 at 11:30 at the Washington Duke Inn in Durham. If you are interested in attending, please RSVP with Tom Crosby.

NEXT MEETING: Tuesday January 10, 2005, 10-12 at HSRC